

ALIANA

Biography

“Marc Aliana is inches away from a major festival tour on the strength of his new material. I've been covering pop culture for the Reader and other majors for, what, 20 years now? I am not wrong about this.”

Dave Good, award-winning journalist and author of *Jukebox Confessions: Conversations with Rock Stars*.

Marc Aliana is a singer, songwriter and guitarist from Barcelona, Spain, who has earned nominations in the American Songwriting Awards and the Hollywood Songwriting Competition. Aliana's solo debut *The Entertainer EP* follows the rise and demise of an anonymous celebrity wannabe, whose story of solitude and grand ambitions is set against a pulsating canvas exuding indie rock, no wave, and krautrock electronic.

The Entertainer EP was inspired by Aliana's time living in Los Angeles, and it is a reflection on the global culture's fixation on celebrity, our relationship with the media, and modern alienation.

Aliana's adventure in the US started in 2011. Landing in LA with a cabin-size suitcase, his guitar, and no plans beyond spending the night at the cheapest hotel by the airport, he soon found work as a guitarist for hire and backup vocalist, going on to join multiple tours across the US, Mexico and Japan. The less glamorous side of

touring came paired with survival budgets which often had him sleeping on strangers' couches, airport floors, or No-Country-For-Old-Men-esque motels. Itching to create his own music, Aliana started writing some new material—but vocal damage forced him to put singing on hold. He then embarked on a world tour as the lead guitarist with dance show Burn The Floor, where he used much of his time off to continue writing and retrain his voice. Back from the tour, Aliana set up his home studio in the San Francisco Bay Area, where he finally produced and recorded most of his latest work.

As much as *The Entertainer EP* is largely a do-it-yourself undertaking, it is also the result of international collaboration: Drum tracks were sent in from Barcelona, whereas the entire EP was mixed and co-produced from Mexico City. Grammy Award-winning engineer John Armstrong took the mastering process back to LA, where it all had started.

In 2015, Marc Aliana's composition "The Best Song In The World" earned him nominations in two international US-based songwriting competitions. This unreleased title was a tribute to the late Leonard Cohen, with whom Aliana had a fortuitous encounter at an unassuming cafe in LA. It is also one of the first songs that Aliana ever wrote in English.

Aliana's recording credits as a guitarist feature prominent Latin rock artists, such as Bunbury (MTV Europe Music Awards, Latin Grammy nominee), Loquillo (Latin Grammy nominee), and Carlos Ann. Other collaborations include Dirty Hollywood, Franklin Manor, and Mariona Aupí.